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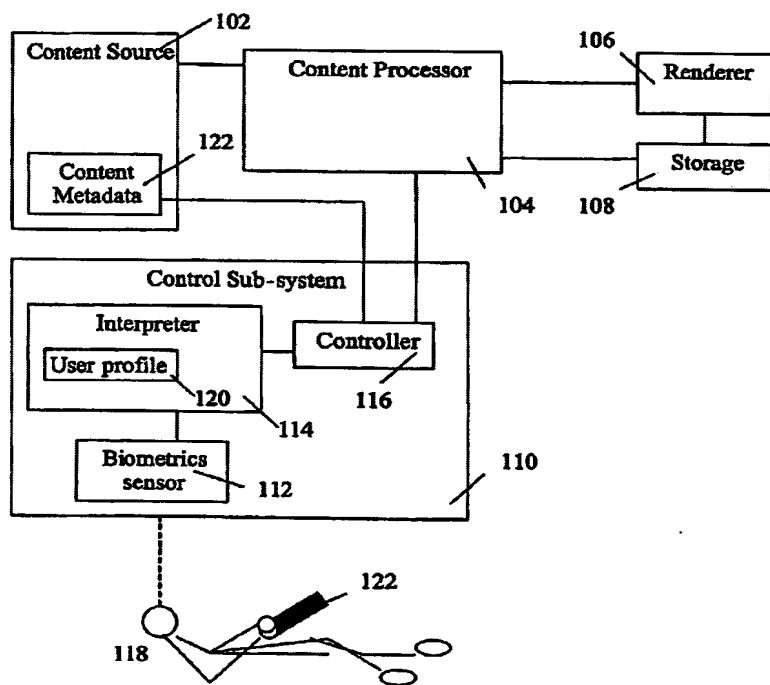
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(54) Title: USER-PROFILE CONTROLS RENDERING OF CONTENT INFORMATION

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(57) Abstract: A method is proposed of enabling to render mass-market content information to a user. The method comprises enabling to use a provile of the user for control of processing the electronic content for the purpose of personalizing the rendering during play-out of the content.

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